

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

What is claimed is:

1-19. (canceled)

20. (currently amended) An illuminated display device comprising:  
a housing having an opening;  
at least one lighting source positioned inside the housing for projecting light through the opening;

at least one display module removably disposed within the opening in the housing, the display module comprising

a self-supporting, at least substantially translucent panel,  
a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns, and

a plurality of display members attached to said retention members,  
said display members having translucent portions;

wherein said display module is frameless and wherein the display members are removable from the display module without removal of the display module from the housing.

21. (original) The display device of claim 20 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of

said divider members being individually removably held in place by opposed retention members.

22. (original) The display device of claim 21 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of display members.

23. (currently amended) The display device of claim 22 ~~further comprising a plurality of~~ wherein the display members are positioned between opposed sets of said channels of said opposed divider members, ~~said display members having translucent portions.~~

24. (original) The display device of claim 23 wherein said divider members and said display members can be removed and replaced in said opposed retention members without disassembly of any of said retention members from said panel.

25. (original) The display device of claim 20 further comprising a pair of spaced apart opposed and vertically disposed elongated members mounted to said panel, said retention members being carried by said elongated members.

26. (original) The display device of claim 20 wherein said panel is transparent.

27. (original) The display device of claim 20 wherein said panel comprises polycarbonate material.

28. (previously presented) The display device of claim 21 wherein said divider members are held in place by mating male and female connection members.

29. (previously presented) The display device of claim 21 wherein said divider members are engaged to said retention members in a direction perpendicular to the plane of said panel.

30-31. (canceled)

32. (new) The display device of claim 20 wherein the housing further comprises at least one door over the opening, the door providing access to the display device.

33. (new) The display device of claim 32 wherein the door further comprises a substantially translucent or transparent portion through which the display members are visible.

35. (new) The display device of claim 20 wherein the housing further comprises a substantially translucent or transparent portion over the opening through which the display members are visible..

36. (new) The display device of claim 20 wherein the display module further comprises attachment tabs and wherein the housing further comprises cavities, each cavity having a slot, so that the attachment tabs may be inserted into the cavities via the slots in a direction substantially non-parallel to the panel when the display module is removably inserted into the opening.

37. (new) The display device of claim 36 wherein the housing further comprises a horizontal slot for removably holding the display module in the opening.

38. (new) The display device of claim 37 wherein the panel has an extended tab, the extended tab being adapted to be inserted into the horizontal slot.

39. (new) A method of assembling an illuminated display device comprising:

(a) assembling a display module by the method comprising:

providing a plurality of opposed pairs of retention members in fixed relation and arrayed in first and second opposed vertically spaced apart columns;

attaching a plurality of display members to said retention members, said display members having translucent portions; and

providing attachment tabs extending outwardly from the display module

(b) providing a housing having an opening and cavities, each cavity having a slot to align with the attachment tabs;

(c) positioning at least one lighting source inside the housing for projecting light through the opening; and

(d) inserting the attachment tabs into the cavities via the slots in a direction substantially non-parallel to the panel to position the display module in the opening.

40. (new) The method of claim 39 wherein providing a plurality of opposed pairs of retention members comprises securing a plurality of opposed pairs of retention members to a self-supporting, at least substantially translucent panel.

41. (new) The method of claim 40 wherein the display module is frameless.

41. (new) The method of claim 40 wherein the display module is frameless.

42. (new) The method of claim 39 further comprising removably securing a plurality of opposed, horizontally disposed divider members to respective opposed pairs of said retention members, each of said divider members having a retaining structure thereon for retaining display members;

wherein attaching a plurality of display members to said retention members comprises positioning in a retaining relationship a plurality of display members between opposed sets of divider members.

43. (new) The method of claim 39 wherein the panel has an extended tab and the housing has a horizontal slot, the method further comprising inserting the extended tab into the horizontal slot.

44. (new) The method of claim 39 further comprising mounting a door to the housing, the door at least partially covering the opening.

45. (new) An illuminated display device comprising:

a housing having an opening;

at least one lighting source positioned inside the housing for projecting light through the opening;

at least one frameless display module removably disposed within the opening in the housing, the display module comprising

a self-supporting, at least substantially translucent panel, and

a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns; and

a door mounted to the housing and at least partially covering the opening, the door comprising a substantially translucent or transparent portion through which the display module may be viewed.

46. (new) The display device of claim 45 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention

members.

47. (new) The display device of claim 46 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of said display members.

48. (new) The display device of claim 47 further comprising a plurality of display members positioned between opposed sets of said channels of said opposed divider members, said display members having translucent portions, said display members removable from the display module without removal of the display module from the housing.

49. (new) The display device of claim 45 wherein the housing further comprises cavities, each cavity having a slot, wherein the display module further comprises attachment tabs so that the attachment tabs may be inserted into the cavities via the slots in a direction substantially non-parallel to the panel when the display module is removably disposed within the opening.

50. (new) The display device of claim 45 wherein the housing further comprises a horizontal slot for removably holding the display module in the opening.

51. (new) The display device of claim 50 wherein the panel has an extended tab, the extended tab being adapted to be inserted into the horizontal slot.